

ABSTRACT

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CONTENT CREATOR ACTIVITIES ON DIGITAL KOMPRESS MEDIA COMMUNICATION SCIENCE STUDY PROGRAM, DEVELOPMENT JAYA UNIVERSITY

During carrying out professional work in Digital Media Kompres UPJ, practitioners worked under the Editor in Chief. While carrying out professional work activities, practitioner had the opportunity to participate and be directly involved in content creation activities in Digital Media Kompres that carries out its duties and functions such as content creator and content writer including creating content on the Instagram, website, and Youtube Kompres. In carrying out content creation activities, practitioners got the main job of namely creating news articles on website Kompres, creating visual Instagram content @ilkom_UPJ, Komnews content, and Sharing Day. Practitioners also get additional work, namely writing komnews content scripts. Beside that, practitioners contributed in special event in Kompres Sharing Day special event and had the opportunity to become a committee in one of the series of events, namely the Joy and Disappointment of Online Lectures, The Importance of Professional Work, Tips for Thesis Success, and Student vs. Student.

Keywords: content creation, content creator, content writer.